

Join us for a special
celebration with
50 sudden cardiac
arrest survivors from
throughout the country



The New AHA Guidelines

How will they impact you? Be among the first
to learn from the very experts who developed them.

ECCU is for everyone...especially those with a stake in improving our community's response to sudden cardiac arrest—citizens, community groups, survivors, CPR instructors, researchers, practitioners, program managers and community advocates in both the prehospital and hospital setting.

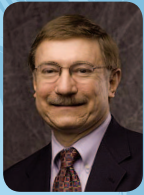


ECCU2010 TM
Emergency Cardiovascular Care Update

INTERNATIONAL EDUCATIONAL CONFERENCE & EXPOSITION
SAN DIEGO MANCHESTER GRAND HYATT
PRE-CONFERENCE DEC 7-8 • DEC 8-11, 2010

Register early and save up to \$100! Visit ECCU2010.com

President's Message



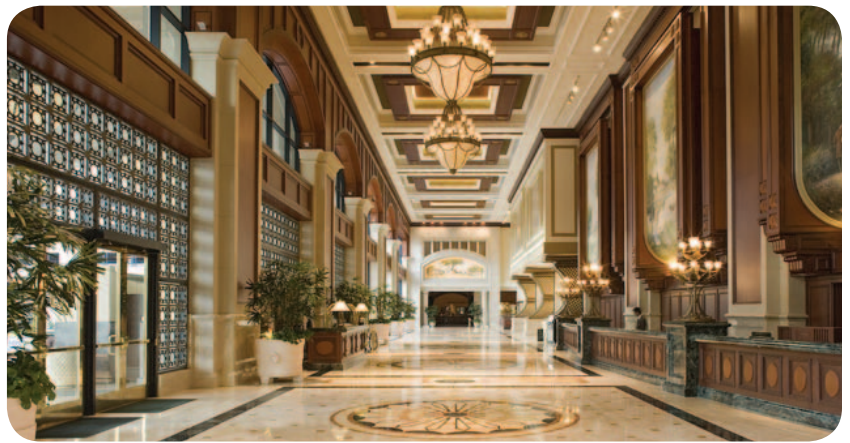
For three decades Citizen CPR Foundation's ECCU conference has been the one place where the wide spectrum of resuscitation professionals and advocates—instructors, practitioners, researchers, program directors and community champions—come together for learning, inspiration and networking. Join us for an incredible experience in one of the most beautiful cities in the world.

I want to thank Program Chair, Dr. Vinay Nadkarni, for developing the most ambitious and important meeting agenda in our 30-year history.

A special thanks goes to the Local Program Committee headed up by Dr. James Dunford and Maureen O'Connor. They have worked incredibly hard to create an exceptional experience for our attendees.

We'll see you in sunny San Diego!

Tom P. Aufderheide, MD
President, Citizen CPR Foundation



Extraordinary hotel value—only \$169 per night! Reserve early because we will sell out!

Experience the best of the city at the Manchester Grand Hyatt San Diego. This classic hotel boasts a spectacular waterfront location, with a view of the harbor from virtually every room. This unique urban resort is a treat the whole family will enjoy. The casually elegant Hyatt is located downtown on San Diego Bay; a short walk from the famous Gaslamp Quarter, Seaport Village, and a diverse mix of restaurants, shops, arts, parks and activities. There's something for everyone in San Diego!

A limited number of rooms at the Hyatt Grand are available for the incredible rate of \$169 a night (single/double) until November 17th, or until we sell out. Call (800) 492-8804 or visit manchestergrand.hyatt.com to reserve your room. Mention group code G-ECCU. Reserve early, because at this special rate we're sure to sell out.

Transportation

No need to rent a car! San Diego's international airport (SAN) is just a five-minute (\$10) cab ride to the Manchester Grand Hyatt and the award-winning San Diego Trolley is just across the street from the hotel. Southwest and all major airlines serve San Diego.

Training on the New AHA Guidelines

ECCU will be offering official AHA Instructor 2010 ECC Guidelines updates. Learn about the new standards for BLS, ALS and PALS. (see page 8)



50 Years of CPR

A New Concept

Drs. Jude, Kouwenhoven and Knickerbocker, (left to right) publish the landmark article in JAMA that introduces modern CPR



Push for Standards

National Academy of Sciences convene an ad hoc conference on CPR to establish standardized training and performance standards

Medic 2 Transforms Seattle

Drs. Cobb and Copass initiate the world's first large-scale citizen training program making King County "the safest place to have sudden cardiac arrest"



1960

Annie, Annie—Are You OK?

The life-like manikin developed by Asmund Laerdal goes on to receive the kiss of life from millions

1969



First Save in Miami

Paramedics perform CPR and defibrillate a 60-year-old man, the first save for the fledgling program started by Dr. Eugene Nagel

1972

1974

Just-in-Time CPR Training

Phoenix Fire Department first explores the use of telephone CPR instructions during dispatch

The Military Training Network Meets at ECCU

The Military Training Network holds an educational meeting at ECCU to allow an exchange of techniques and experiences to help members meet program challenges. The target audience is Program Directors and Program Administrators from MTN's affiliated training sites. This is your opportunity to network with the MTN National Faculty, MTN staff and your peers to expand your skill sets and energize your existing programs.

A pre-conference workshop will be held on Tuesday, December 7 from 1:00 p.m. to 5:00 p.m. and concurrent sessions in two tracks will be held on Thursday and Friday, giving members plenty of opportunities to attend plenary and other sessions at ECCU.

The Military Training Network Director Track sessions offer the National Faculty an interactive forum to discuss the training aspects of their individual programs. The focus highlights the new 2010 Emergency Cardiovascular Care guidelines and the impact for military training sites.

The Military Training Network Administrator Track sessions offer MTN Program Managers an interactive forum to discuss the administrative aspects of their respective resuscitative medicine programs. The focus is program reporting, effective record management and successful strategies for day-to-day operations.

Tuesday, December 7

1:00 p.m. – 5:00 p.m.

Pre-conference Workshop:
MTN Update 2010

Thursday, December 9

10:15 a.m. – 11:00 a.m.

Director — BLS

Administrator — ACLS/PALS

11:15 a.m. – noon

Director — ACLS

Administrator — BLS

2:45 p.m. – 3:30 p.m.

Director — PALS

Administrator — Q&A Interactive
Panel Discussion

3:45 p.m. – 4:30 p.m.

Director/Administrator — Professional
Development: Optimizing team building,
skills and sustainment of program staff

Friday, December 10

MTN Director/Administrator Tracks

10:15 a.m. – 11:00 a.m.

Lessons from the Road: Learn the tools
and practices of "Best Practice" sites

11:15 a.m. – noon

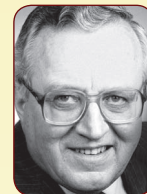
The Road Ahead: Building a strong
Military Training Network, maximizing
service and support



Special Awards Given at ECCU

Hans H. Dahll Award

The late Hans H. Dahll was a founding director of the Citizen CPR Foundation and served on the Board of Directors from its inception in 1987 until 2000. The Foundation created the prestigious Hans H. Dahll Award in his honor and has presented the award at every ECCU conference since 1990. This year's award winners are the inventors of modern CPR, Dr. Guy Knickerbocker, Dr. James Jude and Dr. William Kouwenhoven (posthumously). Their original research at Johns Hopkins University and resulting article in the Journal of the American Medical Association launched CPR.



Hans H. Dahll

William H. Montgomery Excellence in Education Award

All concurrent sessions that are selected for presentation at ECCU 2010 will be eligible to win the William H. Montgomery Excellence in Education Award. This award, sponsored by the Laerdal Foundation for Acute Medicine, is named in honor of Dr. William H. Montgomery, who served as co-founder and president of the Citizen CPR Foundation for more than 15 years. A plaque and \$1,000 will be awarded to the lead presenter. The award is designed to promote the highest level of educational content.

People Saving People Award

The Sudden Cardiac Arrest Foundation established this annual award to honor ordinary people whose extraordinary efforts helped save the lives of victims of sudden cardiac arrest.

First Conference for Citizen CPR

The precursor to Emergency
Cardiovascular Care Update
(ECCU) is held in Houston

AHA Advisory Promotes Compression-Only CPR



Golden Anniversary Celebrations Promote Citizen Involvement

Mass trainings and survivor
gatherings culminate at ECCU
2010, including honors to Drs.
Kouwenhoven (posthumously),
Jude and Knickerbocker

1980



1984

First AEDs Deployed

King County, Washington launches
first program to train and equip
firefighters

2008

2009



Mass Training Record Set

4,626 trained at Cowboys Stadium
in Arlington, Texas

2010





Schedule At-A-Glance

December Conference and Expanded Program

New for 2010!

ECCU is being held in December this year to bring you the most up-to-date info about the new AHA Guidelines as soon after their release as possible. Join us for a conference that's bound to be the one of the best you've ever attended!

New Opening Keynote Wednesday Evening

Wednesday, December 8, 5:30 p.m. – 7:00 p.m.

This year we're opening the conference up with a special bonus keynote on Wednesday evening. Dr. Mickey Eisenberg puts the 50th anniversary of modern CPR into perspective with a riveting look at the "ups and downs" of CPR over the past 50 years.

Opening Reception in the Exhibit Hall

Wednesday, December 8, 7:00 p.m. – 9:00 p.m.

Join our survivors, faculty and special guests for this high energy, popular event where you can connect with old friends and make new ones.

Exhibit Hall Schedule

Wednesday, December 8, 2010

7:00 p.m. – 9:00 p.m. Opening Reception

Thursday, December 9, 2010

9:30 a.m. – 4:45 p.m. Exhibit Hall Open
noon – 1:45 p.m. Exclusive Exhibit Hours

Friday, December 10, 2010

9:30 a.m. – 2:00 p.m. Exhibit Hall Open
noon – 1:45 p.m. Exclusive Exhibit Hours

Current Platinum Level Organizational Supporters

- American Heart Association
- Laerdal Medical Corporation
- Physio-Control, Inc.
- WorldPoint ECC, Inc.
- ZOLL Medical Corporation

For more information about how to exhibit or sponsor at ECCU, contact Lynn Kundin at (760) 942-1610 or lkundin@redflashgroup.com.

PRE-CONFERENCE WORKSHOPS

Tuesday, December 7

Morning (1/2 day)

- Advanced Resuscitation Training (ART)
- A Masters Class for Master Teachers

Afternoon (1/2 day)

- Military Training Network: Update 2010
- Implementing School-Based PAD Programs
- Using Social Media to Create a Cultural Shift in CPR

All Day

- PAD Programs at Theme Parks and Other Mass Gatherings (9:00 a.m. – noon, followed by free time at SeaWorld)

Wednesday, December 8

Morning (1/2 day)

- Integrating Simulation into Training
- Implementing the New 2010 Guidelines: Official Update for AHA Instructors (BLS, PALS)

Afternoon (1/2 day)

- Implementing the New 2010 Guidelines: Official Update for AHA Instructors (ACLS, BLS)
- A Masters Class for Master Teachers
- Sudden Cardiac Arrest Survivors Forum

All Day

- Therapeutic Hypothermia after Cardiac Arrest
- NRCPR: Improving In-Hospital Resuscitation
- Eagles 2010: Science and Practice of Resuscitation
- Motivate the Masses: CPR Across America
- Diving Deep with the American Red Cross: A Learning-Centered Approach to Teaching CPR and First-Aid
- The 2010 ACLS Renewal Course

Special Events (optional)

Join us for a unique opportunity to meet survivors, network with friends—old and new—and tour an advanced medical services headquarters.

Thursday, December 9

6:00 p.m. – 10:00 p.m. 50th Anniversary Gala & Survivor Dinner at SeaWorld

Thursday, December 9

7:00 p.m. Dine-Around San Diego

Friday, December 10

12:30 p.m. Lifeguard Rescue Demonstration on the Bay

7:00 p.m. Dine-Around San Diego

Friday, December 10

San Diego Medical Services Presentation and Tour

Tours of this unique service (a collaboration between the San Diego-Fire Rescue Department and the Rural Metro Corporation) offer an inside look at the system and the innovations it has inspired. Included will be a discussion of San Diego's nationally recognized public access defibrillation program, "San Diego Project Heart Beat."

Look for the times and sign-up sheets for the tours while on site.



WEDNESDAY, DECEMBER 8

OPENING CEREMONIES

5:30 p.m. (Aufderheide, Nadkarni, Gay, Dunford, O'Connor)

OPENING PLENARY

6:15 p.m. – 7:00 p.m.

A Legacy of Hope: Celebrating 50 Years of CPR (Eisenberg, with acknowledgements to Dr. Jude, Dr. Knickerbocker and Nicholas Kouwenhoven, grandson to Dr. William Kouwenhoven)



OPENING RECEPTION IN EXHIBIT HALL

7:00 p.m. – 9:00 p.m.

THURSDAY, DECEMBER 9

WELCOME AND ORIENTATION

8:00 a.m. – 9:15 a.m.

Hans H. Dahll Award and Lecture (Aufderheide, Nadkarni, Jude, Knickerbocker)

PLENARY SESSION

9:15 a.m. – 9:45 a.m.

Building on 50 Lifesaving Years: The New AHA Guidelines (Sayre)

CONCURRENT SESSIONS

10:15 a.m. – 11:00 a.m.

- Implementing the New Guidelines
- Instructor Tools and Training
- Eagles
- Special Interest: Boy Scouts
- Survivors, Family & Advocates
- School and Focused Programs
- MTN: Director
- MTN: Administrator
- Scientific Abstracts/Lightning Rounds



CONCURRENT SESSIONS

11:15 a.m. – noon

- Implementing the New Guidelines
- Instructor Tools and Training
- Eagles
- Special Interest: Hypothermia
- Survivors, Family & Advocates
- School and Focused Programs
- MTN: Director
- MTN: Administrator
- Scientific Abstracts/Lightning Rounds

PLENARY SESSION

1:45 p.m. – 2:30 p.m.

Raising Arizona: A Community-Based Approach to Resuscitation (Kern)

CONCURRENT SESSIONS

2:45 p.m. – 3:30 p.m.

- The New Guidelines: Science and Controversy
- Instructor Tools and Training
- Eagles
- Survivors, Family & Advocates
- Special Interest: Summer Camps
- School and Focused Programs
- MTN: Director
- MTN: Administrator
- Scientific Abstracts/Lightning Rounds

CONCURRENT SESSIONS

3:45 p.m. – 4:30 p.m.

- The New Guidelines: Science and Controversy
- Instructor Tools and Training
- Eagles
- Survivors, Family & Advocates
- Special Interest: HEARTSafe
- School And Focused Programs
- MTN: Joint Session, Professional Development
- Scientific Abstracts/Lightning Rounds

PLENARY SESSION

4:45 p.m. – 5:30 p.m.

Pro-Con Debate: CPR First/CPR Fast (Abella, Kern, Hazinski)



FRIDAY, DECEMBER 10

7:00 a.m. – 8:00 a.m.

Breakfast with the Experts

PLENARY SESSIONS

8:00 a.m. – 9:00 a.m.

CPR Across America: Keys to Successful Mass Training Events (Seagle, O'Connor, Czekajlo, Wilson)

9:00 a.m. – 9:45 a.m.

Sex, Drugs and R&R (Resuscitation & Reanimation) (Pepe, Wigginton)

CONCURRENT SESSIONS

10:15 a.m. – 11:00 a.m.

- Implementing the New Guidelines (repeated)
- Emerging Concepts: Technology
- Instructor Tools and Training
- Special Interest: Dispatch
- Take Heart America
- Hospital-Based CPR
- MTN: Joint Session, Best Practices
- Scientific Abstracts/Lightning Rounds

CONCURRENT SESSIONS

11:15 a.m. – noon

- Implementing the New Guidelines (repeated)
- Emerging Concepts: AED Technology
- Instructor Tools and Training
- Take Heart America
- Hospital-Based CPR
- Special Interest: Public Policy
- MTN: Joint Session, The Road Ahead
- Scientific Abstracts/Lightning Rounds

12:30 – 1:00 p.m.

San Diego Lifeguard Rescue Demonstration

PLENARY SESSION

1:45 p.m. – 2:30 p.m.

Tracking Your Success: Using GIS to Identify High-Risk Areas for Cardiac Arrest (Sasson, Dunford)

CONCURRENT SESSIONS

2:45 p.m. – 3:30 p.m.

- The New Guidelines: Science and Controversy (repeated)
- Emerging Concepts: Resuscitation Technology
- Special Interest: Bystander Behavior
- Emerging Concepts: Simulation
- Take Heart America
- Special Interest: Fundraising
- Scientific Abstracts/Lightning Rounds

CONCURRENT SESSIONS

3:45 p.m. – 4:30 p.m.

- The New Guidelines: Science and Controversy (repeated)
- Special Interest: College Programs
- Special Interest: Workplace AEDs
- Emerging Concepts: Electronic Codes
- Emerging Concepts: Training Heroes
- Take Heart America
- Scientific Abstracts/Lightning Rounds

PLENARY SESSION

4:45 p.m. – 5:30 p.m.

Pro-Con Debate: Teaching Ventilation To Laypersons (Braslow, Mancini, Hazinski)

SATURDAY, DECEMBER 11

7:00 a.m. – 8:00 a.m.

Breakfast with the Experts

8:00 a.m. – 8:30 a.m.

Awards Presentation (William H. Montgomery Award, People Saving People Award, CCPRF Best PSA, Alternative Media)



PLENARY SESSIONS

8:30 a.m. – 9:15 a.m.

The Power of Many—and One (Williams)

9:15 a.m. – 10:00 a.m.

A Vision for 2020: The "Outfitted" Citizen and EMS Provider of the Future (Nadkarni, Potts)

CONCURRENT SESSIONS

10:15 a.m. – 11:00 a.m.

- Special Interest: AEDs on the Beach
- Special Interest: HEARTSafe (Encore)
- Special Interest: Social Media
- Scientific Abstracts/Lightning Rounds

CONCURRENT SESSIONS

11:15 a.m. – noon

- Instructor Tools and Training (Encore)
- Special Interest: Workplace AEDs (Encore)
- Scientific Abstracts/Lightning Rounds

SATURDAY BONUS SUPER SESSIONS

10:15 a.m. – noon

- International Roundtable
- Using Simulations in Training
- Advocacy, Law & Policy
- Faith-based Programs



ECCU 2010 CONFERENCE SCHEDULE

PRE-CONFERENCE WORKSHOPS • TUESDAY, DECEMBER 7

Go to pages 8 and 9 for more workshops on Wednesday

Note: Full-day workshops are \$195 and half-day workshops are \$115 (unless otherwise noted). Lunch is on your own, except as noted.

Advanced Resuscitation Training (ART): Designing an Institutional, Integrated Resuscitation Program

Daniel Davis, MD

- 8:00 a.m. – noon
- Fee: \$115

How did the University of California San Diego (UCSD) Medical Center triple neurologically intact survival rates while cutting non-ICU arrests in half, and significantly reducing costs? It implemented the award-winning Advanced Resuscitation Training (ART) program, designed by Dr. Davis, an EMS base station physician and Director of the UCSD Resuscitation Science and Training Institute. The ART program can serve as a model for other institutions and EMS agencies that seek to take a more active role in teaching and monitoring resuscitation. This session, designed for all levels of healthcare providers, focuses on inpatient resuscitation, including rapid response concepts and role-specific training, and is flexible to allow integration with existing competencies and treatment algorithms.

A Masters Class for Master Teachers (and Those Who Aspire to Be!)

Tony Williams, BSc, MSc, PhD; Edward Stapleton, EMT-P

- 8:00 a.m. – noon (repeated Wednesday, 1:00 p.m. – 5:00 p.m.)
- \$115

ECCU attracts instructors and leaders with thousands of hours of experience. Their stories of success and failure are rich sources of insight. At their 2008 session at ECCU, Tony and Ed experienced what happens when a group of inspired teachers come together. The participants' stories showed what it takes to make lasting change in beliefs and behaviors. Afterward, participants noted how few opportunities there were for master teachers to share in this type of forum. Peppered among the participants were aspiring masters, with questions that added fuel to the discussion. We've changed the name and flavor of this popular workshop to reflect this experience. Join us and ask yourself: How can I leave this group richer as a result of my contribution? We'll uncover the 'why' behind the 'what' and the 'how' of effective and ineffective training.

Establishing and Sustaining PAD Programs at Theme Parks and Other Mass Gatherings

Dan Beebe, EMT-P; Michael Rojas, EMT

- 9:00 a.m. – noon, followed by free time at SeaWorld
- Fee: \$115 includes transportation to SeaWorld, refreshments and free admission to the park (park admission is a value of \$70)
- Limited to first 50 people

Establishing PAD programs at places of mass gatherings such as at theme parks have challenges all their own. Visit the training center at SeaWorld in San Diego and discover first-hand how this popular tourist attraction keeps guests and employees safe through a highly successful PAD program and employee first-aid/CPR/AED training that has already earned two saves. Learn how important outside partnerships are in creating and maintaining effective programs, including AED vendor relationships, regulatory issues, documentation and designation as an official training site. The center's staff teaches at least 200 employees in CPR/AED and Basic First Aid each year. After the session, all participants will be admitted into SeaWorld for the rest of the day. (Note: *Transportation is provided from the Hyatt to SeaWorld; SeaWorld closes at 5:00 p.m. and attendees will be responsible for transportation back to the hotel via cabs or other means.*)

Military Training Network: Update 2010

Sandra Scott, SMSgt; Stephen Dohn, SFC; Tuyen Tran, TSgt; Joe Monsivais, HM1, Brian Politi, HM1; Ruben Cooky Valenzuela, HM2

- 1:00 p.m. – 5:00 p.m.
- Fee: \$115

Join the Military Training Network (MTN) for a joint service exchange of techniques, experiences and best practices to help you meet your training program challenges. Program directors and program administrators from MTN's affiliated training sites will have a unique opportunity to network with Tri-Service national faculty, MTN staff and peers to enhance and expand skills and energize existing programs. This year's session features three focus areas: sustainability, professional development and technology.

- Explore strategies for balancing the resuscitative medicine training needs of garrison and deployed personnel
- Learn from the experts how to navigate the MTN website to your full advantage
- Understand how your training site fits into the Military Training Network
- Learn how the new 2010 AHA guidelines will impact you

Implementing School-Based PAD Programs

Stuart Berger, MD; Robert Campbell, MD; Alison Ellison, BSN, PNP, NCSN; Debra Klich, MS Ed; Cris Brown; Johnneen Davis, MBA, MSN, RN; Danielle Main, BS; Rebecca Neumann-Schwabe RN, BSN

- 1:00 p.m. – 5:00 p.m.
- Fee: \$115

Learn 10 key components in creating a successful and sustainable school-based program. Explore best practice models and novel approaches for incorporating CPR, AED and SCA awareness training into your school curricula. You'll learn about:

- Project ADAM (Automated Defibrillators in Adam's Memory)—a model for developing school PAD programs, with templates/resources for establishing these programs
- Special considerations for schools in ensuring the safety of students at high-risk for SCA, including sports
- Developing emergency action plans and individual education plans
- Tips for funding and raising revenues

Using Social Media to Create a Cultural Shift in CPR

Jerry Potts, PhD, is Director of Research, Development and Innovation for the AHA's Emergency Cardiovascular Care division and Merrilee Sweet is National Director of Community Markets for the AHA's Emergency Cardiovascular Care division.

- 1:00 p.m. – 5:00 p.m.
- Fee: \$115



Technology and the use of social media are rapidly evolving. Our practices need to keep pace with consumers' preferred ways of receiving messages and engaging

one another. These evolving methods of interacting, learning and communicating are also opportunities for us to reach and enlighten a much larger audience. Sudden cardiac arrest care practitioners historically have struggled with increasing awareness and motivating the lay community to action for SCA emergencies. Another challenge has been translating the science into practical application that can be understood and resonate with the lay consumer. Hands-Only CPR and CPR Week case studies will be presented that illustrate the following principles:

- Creating a 'sticky message'
- Key principles of social media
- Engaging communities with social media
- Measuring outcomes

The Golden Anniversary of CPR Survivor Celebration



To honor the 50 years of modern CPR, we've planned a very special series of events. Fifty sudden cardiac arrest survivors will be invited to ECCU to represent each year that CPR has given an extra birthday to them. Special sessions around advocacy and survivor issues are planned, the survivors stories will be told

in a variety of media, and a unique press event is planned. In addition, an incredible Golden Anniversary Dinner will celebrate survivors and rescuers alike on Thursday evening, December 9.

50 for 50 Golden Anniversary Gala & Survivor Dinner, Thursday December 9

Join our 50 survivors, their rescuers, and your colleagues for a very special dinner at SeaWorld. At 6:00 p.m. you'll be picked up in a luxury coach at the Manchester Grand Hyatt. A few minutes later you'll arrive at SeaWorld, decked out in full holiday lights and exclusively open for ECCU guests. A hosted cocktail reception will be held on the patio of the Nautilus Pavilion, where you'll be treated to a private show featuring Seymour the Sea Lion. Guests will also be able to walk the beautiful grounds for rides up the famous SeaWorld Sky Tower, lit as a giant Christmas tree, with spectacular 360 degree views of San Diego. Dinner is at 8:00 p.m. and will feature music and presentations honoring our survivors, family advocates and rescuers.



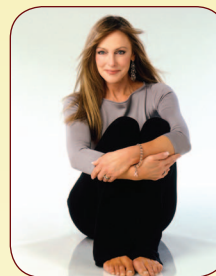
Tickets are available for \$100 each. Part of the proceeds from the dinner will benefit the San Diego Project Heart Beat Foundation of San Diego.

“Please join us for what will be a truly memorable evening of inspiration and fun, with two of the founding fathers of modern CPR, Dr. Jude and Dr. Knickerbocker.”

Debbie Seagle, Local Liaison, CCPRF Survivor Committee; Health and Safety Director, San Diego/Imperial Counties, American Red Cross

Motivating the Masses: CPR Across America

Join Peggy Fleming, Olympic Skating Star, on the Deck of the USS Midway



As part of the special 50th Anniversary of CPR Celebration, several cities across the country have planned for mass training events, culminating in San Diego, December 3 – 5.

On December 3 and 4, a mass training will be held at Balboa Park, the

jewel of San Diego, during the “December Nights” celebration, where thousands of people come to soak in the holiday lights, food and entertainment. This year, learning CPR will be one of the gifts they can give to their families and community! On December 5, the training shifts to the USS Midway, one of the most storied aircraft carriers in the Navy fleet, and now a popular museum. Ice skating legend and 1968 Olympic gold medalist, Peggy Fleming, who lost a sister at age 50 to sudden cardiac arrest, will be on hand to cheer the participants on.

The efforts at these mass events will be documented for “lessons learned” in a special pre-conference workshop given on Wednesday, December 8. Fifty lucky attendees will be transported to Balboa Park for a special session and tour that includes lunch at The Prado, one of San Diego’s outstanding restaurants. (See page 9 for more information.)

Interested in volunteering?

Want to come early and join in the fun directly as a volunteer instructor or coordinator during the mass training? Contact Maureen O'Connor, San Diego Project Heart Beat Program PAD Manager at 619-243-0911 or at moconnor@sandiego.gov.





Integrating Simulation into Training Using the Deliberate Practice Model and Debriefing Techniques

Mariella While, RN, BSN, MEd; Alexis Battista, EMT-P, MBA; Pamela Leonard, BSN, CCRN

- 8:00 a.m. – noon
- Fee: \$115

How can you integrate simulation to enhance learning? Experience interactive exercises and engage in several case scenarios similar to those that students encounter. You'll learn debriefing skills, practice them and incorporate faculty debriefing techniques by coaching the debriefer. You'll get:

- Syllabus and course materials to implement these skills in your own courses
- Experience in using the deliberate practice model to aid in instructing sessions for a series of AHA cases, including BLS, ACLS and PALS
- A variety of simulation methods used for AHA cases, including both low- and high-fidelity simulators
- Strategies for creating realistic simulation encounters

Therapeutic Hypothermia After Cardiac Arrest: A Hands-on Workshop

Benjamin Abella, MD, MPhil; Marion Leary, BSN, RN; Audrey Blewer, MPH

- 8:00 a.m. – 4:00 p.m.
- Fee \$195
- Limited to 40 people

Learn practical, nuts-and-bolts application of hospital-based therapeutic hypothermia after cardiac arrest from leaders in this new and emerging field. Designed for program coordinators of emergency departments or critical care environments, as well as nurses and physicians interested in the implementation of hypothermia in their hospitals, the workshop will provide lessons in:

- Considerations for equipment, monitoring and adverse effects
- Family communication and prognostication (managing expectations)
- How to set up a protocol and order sets
- How to manage patients during the therapy
- Providing follow-up care
- Overcoming roadblocks

You'll also receive a review of the latest trials and evidence regarding this therapy. Small group discussions and simulated cases will provide interactivity and practical knowledge to take back to your organization.

Improving In-Hospital Resuscitation: NRCPR, 2010 Guidelines and More!

Emilie Allen, BSN, RNC-NIC; Robert Berg, MD; Vinay Nadkarni, MD, MS; Melinda Smyth, BSN, MSN; Tanya Truitt, RN, MS; Mary Elizabeth (Beth) Mancini, RN, PhD, CNA, FAAN; William Kaye, MD, FACP, FCCM

- 8:00 a.m. – 5:00 p.m.
- Fee: \$195

The National Registry of Cardiopulmonary Resuscitation (NRCPR) is unique as an international database of in-hospital resuscitation events, with nearly 200,000 records. Armed with this data, its mission is to reduce disability and death from cardiac and respiratory emergencies by providing an evidence-based, quality improvement program of patient safety, medical emergency team response, effective resuscitation and post-emergency care. Join us and come away motivated to drive change in your resuscitation activities and identify ways of improving outcomes from cardiac arrest.

- Learn how to translate science into practice using the new evidence-based 2010 AHA guidelines
- Explore best practices for measuring rapid response systems, resuscitation and post-resuscitation care over time
- Identify tools to improve resuscitation practice within a facility
- Understand the impact of 2010 guidelines on hospital resuscitation practices
- Know how measuring resuscitation practices over time will impact outcomes

Eagles 2010: State of the Science and Practice of Resuscitation

Paul Pepe, MD, MPH; James Dunford, MD; Marc Eckstein, MD, MPH; J. Brent Myers, MD, MPH; John Freese, MD; Christopher Colwell, MD

- 8:00 a.m. – 5:00 p.m.
- Fee: \$195

Be prepared to be entertained, informed and dazzled! The "Eagles Consortium" is a coalition of EMS medical directors from the nation's largest cities. For the second time this premier leadership group will be meeting in conjunction with ECCU. Their popular, fast-paced workshop will be an interactive, cutting-edge, up-to-date forum and dialogue for all health care providers concerned with community-based resuscitation practices. The Eagles will lead a rolling discussion that will address many of the most controversial issues facing resuscitation and will take a hard look at possible solutions. Topics include:

- Emerging trends in resuscitation science and practice
- Better ways to manage strokes
- Implementing system-wide improvements to improve SCA survival rates
- Improving clinical care when dealing with the most complicated cardiac arrests
- Creating an effective STEMI "System of Care"
- The latest on the potential of cooling

The faculty represents some of the brightest and most innovative medical directors working in emergency care, representing New York City, Los Angeles, Dallas, Raleigh, San Diego and Denver.

Implementing the New 2010 Guidelines: Official Update for AHA Instructors

Faculty will be AHA National Staff and Volunteers

- BLS: 8:00 a.m. – 10:00 a.m.
- ACLS: 10:00 a.m. – noon
- PALS: noon – 2:00 p.m.
- BLS: 2:00 p.m. – 4:00 p.m. (repeated)
- Fee: \$55 per session or \$150 for all three

Advance registration with confirmation of current AHA instructor status is required. Please sign up for each session of interest.

These sessions are official American Heart Association 2010 Guidelines for CPR and ECC updates reserved for AHA PALS, BLS and Heartsaver instructors. AHA instructors will learn the 2010 Guidelines changes, the science behind those changes and how they impact teaching American Heart Association PALS, ACLS, CPR and First Aid courses. Instructors will receive information and tools to incorporate science changes into AHA courses until updated course materials become available. Attending AHA instructors will meet their required 2010 Science Update for teaching AHA programs using the new science and have an opportunity as audience members to interact with the faculty. Instructors will receive a confirmation of attendance for their Training Center instructor records.

American Heart Association® 
Learn and Live™



OPENING CEREMONIES & PLENARY

- Wednesday, December 8
- 5:30 p.m. – 7:00 p.m.



Plan to join us for this year's festive Opening Ceremonies and Plenary. Dr. Mickey Eisenberg, noted resuscitation researcher and historian, will take an inspired look at the "ups and downs" of 50 years modern of CPR—how it came about is a remarkable story of coincidence, accidental discovery and sheer determination. There will also be special guests and presentations, followed by the Opening Reception in the expanded exhibit hall.

Motivate the Masses: CPR Across America

Don Crowson, MBA, BSB/MKT, NREMT; Sherrie Wilson; Michael Czekajlo, MD, PhD; Debbie Seagle

- 8:00 a.m. – 5:00 p.m.
- Fee: \$195 (includes lunch at The Prado Restaurant and transportation to Balboa Park and the USS Midway)
- Limited to 50 people

(Note: As part of the special 50th Anniversary of CPR Celebration, cities across the USA planned for mass CPR training events, culminating with training in San Diego.)

Learn from experts how to bring together community resources to teach CPR to large groups. Topics include logistics, manikin procurement and distribution, venue selection, public relations, marketing and more. You'll travel with several noted faculty:

- Don Crowson, Chief of Arlington, Texas, Fire Department, explains how his team trained 4,626 students and earned a Guinness World Record
- Debbie Seagle, Health and Safety Director, San Diego/Imperial Counties, American Red Cross; Maureen O'Connor, Program PAD Manager of San Diego Project Heart Beat; Kate Howell Jaramillo, Founder of Generation Link, share program insights
- Sherrie Wilson, Founder of Emergency Management Resources and key organizer of CPR Across America teaches you to partner with corporate, school and governmental organizations
- Dr. Michael S. Czekajlo, who conducted mass trainings in Polish schools, describes his insights as a key organizer of CPR Across America

In the afternoon, you'll enjoy lunch with the speakers at The Prado restaurant in Balboa Park, in the nation's largest cultural urban park. Then travel to scenic San Diego Bay and board the historic aircraft carrier USS Midway for an in-depth look how at these unique venues were incorporated into mass training.

Diving Deep with the American Red Cross: A Learning-Centered Approach to Teaching CPR and First-Aid

Jeffrey Pellegrino, PhD, W-EMT, NREMT-B, EMS-I; Rick Caissie, EMT-D

- 8:00 a.m. – 5:00 p.m.
- Fee: \$195
- Limited to 25 attendees

What would your CPR/first aid student do at 30,000 feet in a crowded jet when confronted with an obese female passenger who suffers sudden cardiac arrest and is hours from the nearest airport? This question isn't answered from a simple mantra or through a cell phone. The answer comes from good decision-making, recall of critical information from training and most importantly "stress inoculation"—giving students tools to overcome their anxiety and fear when facing a real emergency. Explore the shift from a teaching paradigm to a learning paradigm, and the limitations of current health-related training.

- Learn how scenarios and role-playing are key components of stress inoculation and long-term learning
- Explore how to scaffold scenarios, starting simply and adding layers of complexity, in a way that builds learning and confidence
- Experiment with role playing in a highly interactive way, using moulage techniques to enhance a sense of reality
- Learn how to incorporate elements into a course for the learner who needs the "how and why," not just the "what"

This workshop is ideal for those who facilitate longer courses and are interested in stretching their own abilities and notions. Work through the instructor's materials for the American Red Cross' Wilderness & Remote First Aid Course with the educator who developed the curriculum, using it as a model for instructor development and as an example of how scenarios can be successfully incorporated into learning. (Note: ARC instructors will be eligible to receive certification to teach the ARC Wilderness and Remote First Aid Course upon completion of this workshop.)

The 2010 ACLS Renewal Course

Jeff Clyons, Captain, EMT-P; Chris Scott, RN, EMT-P; Dan Beebe, EMT-P

- 8:00 a.m. – 5:00 p.m.
- Fee: \$195
- Limited to 30 people

The Advanced Cardiovascular Life Support Renewal Provider Course is designed for healthcare providers who direct or participate in patient resuscitation, whether in the in-hospital or out-of-hospital setting. The goal of the ACLS Renewal Provider Course is to improve the quality of care provided to adult victims of cardiac arrest or other cardiopulmonary emergencies. In this course, students will enhance their skills, focusing on the new 2010 AHA Guidelines and actively



participate in a series of simulated cardiac and respiratory scenarios. These scenarios will reinforce vital concepts, including the BLS Primary Survey, the ACLS Secondary survey, and ACLS algorithms. Upon successful completion the student receives an ACLS Provider card and eight contact hours of continuing education. (CA. BRN C.E. provider # 13385, SD County EMS C.E. Provider # 37-0403) (Note: Current ACLS provider card and ALS scope of practice required.)

A Masters Class for Master Teachers (and Those Who Aspire to Be!)

Tony Williams, BSc, MSc, PhD; Edward Stapleton, EMT-P

- (repeated from Tuesday morning)
- 1:00 p.m. – 5:00 p.m.
- Fee: \$115

Sudden Cardiac Arrest Survivors Forum: A Workshop for Patients, Families and Medical Professionals

Benjamin Abella, MD, MPhil; Bobby Khan, MD, PhD; Vince Mosesso, MD, EMT-P; Mary Newman, MS; Eva Serber, PhD; Jeremy Whitehead

- 1:00 p.m. – 5:00 p.m.
- Fee: \$115

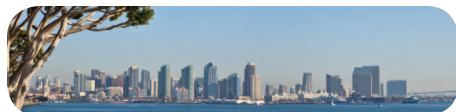
This workshop is designed for sudden cardiac arrest survivors and family members, as well as emergency medical professionals, physicians, nurses and others who work with them. You will learn about the physical and psychological issues many survivors experience, and be provided with resources to cope with these and other related issues. In addition, you'll get tips and best practices on the survivor/family role in advocacy and the support of initiatives and strategies to bring awareness to policymakers and the general public. Presentations will include:

- The survivor experience, pre-SCA and post-resuscitation
- Life after death: what we can learn from survivors of sudden cardiac arrest
- Working with survivors and families to raise awareness about SCA and "pay it forward"
- The psychosocial aftermath of SCA on survivors and families

Presented jointly by the Sudden Cardiac Arrest Association and the Sudden Cardiac Arrest Foundation.



ECCU 2010 CONFERENCE SCHEDULE CONFERENCE SESSIONS • THURSDAY, DECEMBER 9



Special Program Note

Plan to join us for this year's Opening Ceremonies and Plenary on Wednesday, December 8th, beginning at 5:30 p.m. (see page 9 for description)

Welcome and Orientation

Tom Aufderheide, MD, President CCPRF;
Vinay Nadkarni, MD, MS, CCPRF Program Chair

• 8:00 a.m. – 8:25 a.m.

Hans H. Dahll Award Presentation

• 8:25 a.m. – 9:15 a.m.



Jude

Knickerbocker

Meet and honor two of the three inventors of CPR. The prestigious Hans H. Dahll award will be presented to Drs. Williams B.

Kouwenhoven (posthumously), James R. Jude and Guy Knickerbocker. Accepting on behalf of Dr. Kouwenhoven will be his grandson, Nicholas W. Kouwenhoven. Fifty years ago they jointly published the seminal article in the *Journal of the American Medical Association* describing for the first time closed chest cardiopulmonary resuscitation. That landmark article started a revolution in resuscitation that continues today.

»PLENARY SESSION

• 9:15 a.m. – 9:45 a.m.

Building on 50 Lifesaving Years: The New AHA Guidelines

Michael Sayre, MD

The new Guidelines build on the resuscitation foundation begun 50 years ago. Be among the first to learn the latest news and recommendations. Topics include effective implementation of CPR training programs in the community, coordinated delivery of resuscitation interventions by EMS and integrated care following hospital arrival. Dr. Sayre, Chair of the AHA Emergency Cardiovascular Care Committee, provides unique inside insight.



»CONCURRENT SESSIONS

• 10:15 a.m. – 11:00 a.m.

Implementing the New Guidelines

Taking it to the Streets: Education and Implementation

Mary Elizabeth (Beth) Mancini, RN, PhD, CNA, FAAN

Improving patient care and outcomes requires effective strategies for education and implementation. Explore the new guidelines as they relate to education, implementation and teams, as well as strategies for reducing the time for translation of guidelines into practice.

Instructor Tools and Training The Yin/Yang of Bystander CPR

Robert Swor, DO, FACEP

Millions have been trained and bystander CPR has been long advocated. Still, many trained bystanders do not perform when faced with an emergency. Dr. Swor will explain the obstacles to bystanders providing CPR and why many fail to perform. Learn about innovations in current CPR training and their limitations, along with approaches to targeted training of the public, who are most likely to witness an arrest.

Eagles

2010 Approaches to Managing Cardiac Arrests

Paul Pepe, MD, MPH; James Dunford, MD; Marc Eckstein, MD, MPH; J. Brent Myers, MD, MPH; John Freese, MD; Christopher Colwell, MD

Hear cutting-edge, fast-paced presentations on the latest research and controversies from a coalition of big-city EMS medical directors:

- Short-Circuiting the Chaos: 2010 Suggestions for Managing Persistent Ventricular Fibrillation (led by Dr. Myers)
- Pulseless Cooling: Rationale for Pre-Resuscitation Hypothermia (led by Dr. Freese)

Special Interest

Being Prepared and Leading the Way: Boy Scouts of America and AEDs

Richard Bournon, PE, CSP

Richard Bournon is the team leader for Health & Safety for the BSA National Office. For years, BSA has used risk-based strategies and data to drive decisions on improving the well being of scouts, volunteers and staff at their facilities. Learn how the Scouts are deploying AEDs as part of the latest BSA Camp Standards and explore the challenges, partnerships and concerns that were part of the decision process.

Survivors, Family & Advocates

Prevention of Sudden Cardiac Arrest in High-Risk Populations

Bobby Khan, MD, PhD

An internationally popular speaker, Dr. Khan, will present the latest research about prevention of sudden cardiac arrest in high-risk populations, particularly among African Americans. His recent studies on the benefits of yoga therapy in reducing SCA risks will be highlighted.

School and Focused Programs

The ABCs of AEDs at Schools

Stuart Berger, MD; Robert Campbell, MD



Noted experts Drs. Berger and Campbell provide an overview of school and focused CPR/AED programs, emphasizing the need for a registry that includes etiologies, signs

and symptoms, pre-participation screening and family history. They will review the data currently available, the gaps in the data and efforts at getting the answers, as well as the concept and outcomes associated with secondary prevention.

»CONCURRENT SESSIONS

• 11:15 a.m. – noon

Implementing the New Guidelines

Hot and Cold Issues in Pediatric and Neonatal Resuscitation

Marc Berg, MD; Jeffery Perlman, MB, ChB

Learn from two of the world's leading experts. Dr. Perlman led the International Liaison Committee on Resuscitation (ILCOR) evidence evaluation process for neonates in 2005 and 2010 and is world renowned for his resuscitation research on neonatal brain injury and post-resuscitation care. Dr. Berg led the translation of the ILCOR evidence evaluation and Consensus on Science into the AHA guidelines for Pediatric Basic and Advanced Life Support, and the creation of the generation of training materials to implement this science. Explore key elements of the new guidelines and treatment recommendations for pediatric resuscitation, including the power and pitfalls of a C-A-B vs. A-B-C approach for children, the recommendations for and against "hands-only" CPR for children, and the growing evidence for Medical Emergency Response teams in pediatric hospitals.



Instructor Tools and Training

Is AED Training Necessary?

Deems Okamoto, MD

Is it time to de-emphasize formal AED training and focus instead on wider dissemination and implementation? Evidence-based literature and the results of the American PAD trial suggests AED training may not be needed because of the current sophistication of AEDs. Learn about alternative training that has been shown to be effective and, in some cases, superior.

Eagles

2010 Ways for Dealing with Complicated Cardiac Arrests

Paul Pepe, MD, MPH; James Dunford, MD; Marc Eckstein, MD, MPH; J. Brent Myers, MD, MPH; John Freese, MD; Christopher Colwell, MD

Hear cutting-edge, fast-paced presentations on the latest research and controversies:

- Pharmaceutical Restraints: A New Medication Approach to the Agitated Patient (led by Dr. Colwell)
- Sweetening-Up the Antel 2010 Ways for Managing Blood Glucose in Resuscitation (led by Dr. Freese)

Special Interest

Therapeutic Hypothermia: Strengths, Weaknesses and Practical Application

Benjamin Abella, MD, MPhil

Despite aggressive resuscitation efforts, many patients who recover a pulse initially will either die in the hospital or suffer crippling neurologic injuries. Therapeutic hypothermia (whole body cooling) after resuscitation holds great promise for improving survival and brain recovery. Learn the strengths, weaknesses and practical advice about cooling from one of the foremost experts in this emerging field.

Survivors, Family & Advocates

Providing Effective Support After Sudden Cardiac Arrest

Linda Campbell, RN, COHN-S

Learn how you can provide effective support to SCA survivors, family and responders following an event, including the impact of an unsuccessful resuscitation effort. Linda Campbell is renown for her leadership in getting AEDs deployed in American Airlines aircraft, the first airline to do so, and the initiative to train more than 20,000 flight attendants. More than 80 lives have been saved as the result.

School and Focused Programs

Preventing Tragedy: ECG Screening

Vicky Vetter, MD, MPH, MSHP; Joe Marek, MD

Explore two models for incorporating ECG screening from two leading experts in the field. Understand the controversy that exists with regard to the feasibility and utility of mass programs, and how to address these challenges.

LUNCH/EXHIBITS OPEN

- noon – 1:45 p.m.

»PLENARY SESSION

- 1:45 p.m. – 2:30 p.m.

Raising Arizona: A Community-Based Approach to Resuscitation

Karl Kern, MD, FACC, FACP, FAHA, FCCP, FSCAI



Survival rates for SCA victims have doubled in some places in Arizona and even tripled in others. A renewed understanding of resuscitation physiology has led to bold new approaches in both BLS and ALS, as well

as aggressive post-resuscitation care. These concepts were put to the test in a variety of settings. Learn how community buy-in and effective implementation strategies brought satisfying success.

»CONCURRENT SESSIONS

- 2:45 p.m. – 3:30 p.m.

Implementing the New Guidelines

Basic Life Support: The Science and Controversy in 2010

Robert Berg, MD, Russell Raphaely, MD

Two of the world's leading resuscitation scientists, will present the major changes in AHA BLS Guidelines 2010 and examine the science behind them. They will highlight the controversies of hands-only CPR, a CAB vs. ABC approach, CPR first vs. shock first, and the evidence for pushing harder, faster and with fewer interruptions.



Instructor Tools and Training

Improve Code Performance Through "Composite Resuscitation Team Training"

Linda Knight, RN; Deborah Franzon, MD; Sangeeta Schroeder, MD

Traditional training models can be inadequate in achieving desired behavioral skills and maintaining resuscitation competency without ongoing training. Implementing a "composite resuscitation team training" program allows the technical, cognitive and behavioral skills taught to multidisciplinary hospital code team members to be practiced.

Eagles

2010 Ways to Manage Systems of Emergency Cardiovascular Care

Paul Pepe, MD, MPH; James Dunford, MD; Marc Eckstein, MD, MPH; J. Brent Myers, MD, MPH; John Freese, MD; Christopher Colwell, MD

Hear cutting-edge, fast-paced presentations on the latest research and controversies:

- A Cerebrovascular Accident Waiting to Happen: 2010 Ways for Managing Strokes! (led by Dr. Eckstein)
- Finders Keepers! Geo-mapping Cardiac Arrest (led by Dr. Dunford)

Survivors, Family & Advocates

Rehabilitation & Recovery: The 7th Link

Vince Mosesso, MD, EMT-P

The goal of resuscitation has long been restoring spontaneous circulation and achieving sufficient neurological recovery. Recently, several more subtle neuropsychiatric problems have been recognized, including emotional liability, memory and other cognitive deficits, and various psychiatric effects. Find out what is known, what additional research is needed and how you can promote awareness.

Special Interest

Youth Emergency Skills: Summer Camp With a Purpose

Kenneth Hughlett, BS, NREMT-P

Following a series of tragic events in Colorado involving children, the Colorado Springs Fire Department initiated a summer camp for kids aged 10 to 15, specifically to teach skills for emergency response. The first Emergency Skills Camp was born. Learn their strategies for providing a safe and educational environment and the importance of community partnerships.



ECCU 2010 CONFERENCE SCHEDULE CONFERENCE SESSIONS • THURSDAY, DECEMBER 9

Note: The Military Training Network has concurrent sessions on Thursday and Friday. See page 3 for more information.

Dine-Around San Diego Style

**Thursday and Friday evenings,
December 9 and 10, 7:00 p.m.**

Want to get a flavor of San Diego's bustling Gaslamp Quarter eateries and make new friends? Local restaurants will reserve spots for five to 15 people. You sign up in advance for a particular restaurant and/or topic area. Meet at the assigned spot in the lobby of the Hyatt. A local volunteer will help guide your group to the restaurant. Everyone pays for his or her own meal but the great connections and conversation are free!

To view the choice of restaurants/topics and to sign up, visit restaurantevents.com.



School and Focused Programs

A Potpourri of CPR/AED Programs (Part 1)

Stuart Berger, MD; Sandra E. Clarke

Dr. Berger, Director of Project ADAM, provides an overview how it began, the national affiliate network and resources available for schools. Sandra E. Clarke, Executive Director of the ACT Foundation of Canada, will describe the organization's community-based model of program implementation and funding. Learn how this program resulted in 1.6 million teens being CPR trained by their teachers through a mandatory and self-sustaining program—and how ACT is now adding AED training as an enhancement.

»CONCURRENT SESSIONS

• 3:45 p.m. – 4:30 p.m.

Implementing the New Guidelines

ACLS: The Science and Controversy

Robert Neumar, MD, PhD, FACEP

Dr. Neumar, one of the world's leading emergency medicine and resuscitation scientists and immediate past-chair of the AHA ALS Committee, highlights the major changes and scientific controversies in the new ACLS guidelines. Learn about the science leading to the most important changes and key gaps in knowledge he anticipates will be filled by 2015.

Instructor Tools and Training High Quality Prehospital Resuscitation: Making the Leap from Concept to 'Real Life'

Bentley Bobrow, MD; Mark Venuti, EMT-P; Peter Walka, EMT-P

CPR quality has been reported to be suboptimal both in the hospital and prehospital settings. While some EMS agencies in the Resuscitation Outcome Consortium have been focused on CPR quality and feedback, most EMS systems have not yet embraced this practice. Learn how to successfully implement a CPR quality improvement program in a "real world" setting, how to best train your providers, and how to optimize CPR quality and adherence to the new guidelines.

Eagles

2010 Things to Think About in Emergency Care

Paul Pepe, MD, MPH; James Dunford, MD; Marc Eckstein, MD, MPH; J. Brent Myers, MD, MPH; John Freese, MD; Christopher Colwell, MD

Hear cutting-edge, fast-paced presentations on the latest research and controversies:

- As Serious as a Heart Attack: Navigating the Hurdles in Effecting STEMI System Care (led by Dr. Eckstein)
- Basically the Way to Go: 2010 Ways for Stewarding Each Link in the Chain of Survival (led by Dr. Pepe)

Survivors, Family & Advocates

When Sudden Death Occurs: Improving On-Scene EMS Response

Laura Friend

While SCA response is unfortunately part of the typical workday for most EMS agencies, for the families who are on the receiving end, it is a completely new world. Most have never heard of sudden cardiac arrest or anticipated their seemingly healthy child or spouse could collapse and die without warning. Laura Friend will share the collective wisdom of working with parents and family, to help raise sensitivity among EMS responders.

Special Interest

How the HEARTSafe Community Model Brings it All Together

David Hiltz, NREMT-P

Learn about the HEARTSafe Community program, a conceptual model for community-wide cardiac arrest survival initiatives. In just eight years this concept has spread to hundreds of cities and towns in the U.S. and

Scientific Abstracts and Lightning Rounds

In addition to the program descriptions you see in the brochure, scientific abstracts and lightning rounds (brief sessions reflecting evidence-based research or best practices from a variety of community/educational settings) will be conducted on Thursday, Friday and Saturday during concurrent sessions. These are not selected until after the brochure is completed, to ensure attendees receive the most current and relevant education. Selections will be posted online at ECCU2010.com.



beyond. Learn the history, proliferation and methodology associated with the HEARTSafe Communities concept.

School And Focused Programs

A Potpourri of CPR/AED Programs (Part 2)

Jerry Potts, PhD, Merrilee Sweet

First, explore a CPR Anytime school-based model (a 22-minute CPR & AED training program that can be facilitated or self-taught). Then learn about a unique grant program of the AHA and the Laerdal Foundation for Acute Medicine to identify best practices for implementing sustainable CPR/AED training in schools. Get an update on the models selected for this program.

»PLENARY SESSION

• 4:45 p.m. – 5:30 p.m.

Pro-Con Debate: CPR First/CPR Fast

Benjamin Abella, MD, MPhil; Karl Kern, MD, FACC, FACP, FAHA, FCCP, FSCAI; moderated by Mary Fran Hazinski, RN, MSN, FAAN, FAHA

Our Pro-Con Debates provide a high-level punch for the end of a busy day. Which is best? Give CPR first, then defibrillate? Or assess and defibrillate first, then if defibrillation is not indicated, start chest compressions? The decision can be a matter of life or death, and the merits of both positions will be debated by two of the most prominent leaders in the field.

Optional Thursday Special Event

• 6:30 p.m. – 10:00 p.m.

50th Anniversary Gala & Survivor Dinner at SeaWorld



Complimentary Continental Breakfast with the Experts

- 7:00 a.m. – 8:00 a.m.

Join Dr. Paul Pepe, Dr. Michael Sayre, Dr. Jeff Clawson, Dr. Bob Berg, Dr. Ben Abella, Dr. James Jude, Dr. Vinay Nadkarni, Dr. Tom Aufderheide, Dr. Guy Knickerbocker and others for informal discussions around the breakfast table.

OPENING REMARKS AND INTRODUCTIONS

Tom Aufderheide, MD; Vinay Nadkarni, MD, MS
• 8:00 a.m. – 8:15 a.m.

»PLENARY SESSION

- 8:15 a.m. – 9:00 a.m.

CPR Across America: Keys to Successful Mass Training Events

Debbie Seagle; Maureen O'Connor, EMT; Michael S. Czekajlo, MD, PhD; Sherrie Wilson

Learn from experience in this concentrated presentation on planning and preparing for a community mass CPR/AED training event, based on the ambitious mass training events leading up to ECCU. In this exciting multi-media presentation you'll explore the who, what, where, how and why of putting together a successful event.

»PLENARY SESSION

- 9:00 a.m. – 9:45 a.m.

Sex, Drugs and R&R (Resuscitation & Reanimation)

Paul Pepe, MD, MPH, FACEP, MACP, FCCM; Jane Wigginton, MD, FACEP

Learn the latest about the evolving new field of resuscitative endocrinology in an informative and entertaining special session. A wealth of experimental literature now demonstrates the effectiveness of therapeutic infusions of certain sex hormones to improve resuscitation outcomes. Hear about the proposed implementation of three "investigational new drug" clinical trials.

»CONCURRENT SESSIONS

- 10:15 a.m. – 11:00 a.m.

Implementing the New Guidelines (Repeated)

The "Implementing the New Guidelines" track from Thursday will be repeated on Friday in its entirety, to ensure attendees can attend as many sessions as possible. (See pages 10-12 for session descriptions.)

Emerging Concepts

The Next Generation AED: New Features and Capabilities

Vince Mosesso, MD, EMT-P

Where is the technology taking us? What are the emerging trends, challenges and future potential? What are the pros and cons of device standardization? Hear how the latest features of current AED devices improve user friendliness and facilitate faster defibrillation.

Instructor Tools and Training

Cues and Clues to Enhance Citizen CPR

Michael Schwartz, BS, NREMT-P; Rich Dwinell II

Bystander CPR continues to become simpler and more streamlined, so why don't more people perform it during an actual emergency? Could it be performance anxiety? Maybe it's time we add a bit of student confidence to our classes. In this enriching and entertaining session that is sure to get you on your feet, you will learn both cues and clues to aid in building responder confidence.

Special Interest

Treatment of "Witnessed" Choking in the Dispatch Life Support Environment

Brett Patterson, EMD-I; Jeff Clawson, MD

Current guidelines call for the provision of CPR for unconscious victims of choking for various reasons, including simplicity, the risk of cardiac arrest and research suggesting the effectiveness of compressions in relieving foreign body airway obstruction. This case study suggests that the unique factors associated with Dispatch Life Support (DLS), including timeliness, training and protocol, may call for more definitive treatment of the obviously obstructed patient, namely the Heimlich Maneuver.

Take Heart America

A Systems-Based Approach to Improving SCA Survival

Keith Lurie, MD; Charles Lick, MD; Robert Niskanen



Take Heart America (THA) is a demonstration project designed to show how cardiac arrest survival rates in America's cities can be significantly increased through a comprehensive, community-wide approach. THA has deployed state-of-the-art resuscitation science strategies and outreach programs in four demonstration communities and has



successfully proved the validity of its general concept by increasing survival rates by 8.4 to 19 percent.

Hospital-Based CPR

Providing CPR Discharge Training to Parents of High-Risk Children

Linda Knight, RN; Alan Schroeder, MD; Stephanie Wintch, RN

Discharge teaching begins at admission and by the time families leave for home they can have a complex list of things to learn, of which CPR is just one. Stanford University's Lucile Packard Children's Hospital incorporated a standardized, reproducible and cost-effective way to train families at discharge by providing the "CPR Anytime™" kit free of charge to parents. Learn how this program was developed, how it has been received by staff and patients, and the evidence of its effectiveness.

»CONCURRENT SESSIONS

- 11:15 a.m. – noon

Emerging Concepts

Innovations in Resuscitation Technology

John Anderson, M Phil, D Phil

Learn about current challenges in resuscitation and defibrillation and how to overcome them with future technologies and optimized CPR practices. Professor Anderson and his colleagues (including Professors Pantridge and Adgey) have studied resuscitation technology and practices for nearly 40 years. Their united goal has been to optimize resuscitation practices to significantly improve survival rates out-of-hospital.

Instructor Tools and Training

Basic Life Skills: Training in Elementary Schools and Student Youth Groups

Annette Trevorow, BCLS, BTLs, AED IT

"Junior Rescue" BLS workshops have educated more than 120,000 elementary kids. Learn from program developer Annette Trevorow the value of exposing children to these concepts beginning in kindergarten.



ECCU 2010 CONFERENCE SCHEDULE

CONFERENCE SESSIONS • FRIDAY, DECEMBER 10

Take Heart America

Developing Community, EMS and Hospital Training Programs

Louis Gonzales; Paul Hinchey, MD; Marc Conterato, MD; Michael Sayre, MD

The Take Heart America approach has proven successful in a variety of communities of different sizes and types. This session focuses on developing community, EMS and hospital training programs, including presentation of toolkits, high-performance CPR and Level 1 cardiac arrest centers.

Hospital-Based CPR

Quality Improvement for Resuscitation in Hospital Settings

Daniel Davis, MD

With the recent renaissance in resuscitation science, the performance improvement opportunities have grown exponentially. Particularly in the inpatient environment, where patients are monitored in advance of resuscitation events, there is a unique opportunity to collect data to better understand arrest physiology, guide hospital surveillance efforts and refine training for providers. This session will explore opportunities in data collection as a quality assurance tool for the inpatient environment, using the University of California San Diego Resuscitation Program as a model.

Special Interest

Effective Public Advocacy: How EMS and Community Champions Can Work Together for Change

Hon. Jim Madaffer; Andrew Roszak, JD, Esq, MPH, EMT-P

Patients and providers need to work together to advocate more effectively for changes in laws and policies at the local, state and federal levels. Jim Madaffer led the effort that resulted in San Diego Project Heart Beat, a community-wide initiative that has deployed nearly 7,000 AEDs in San Diego businesses and public venues. Then you'll learn what you need to know about current AED legislation from Andrew Roszak, one of the foremost authorities in this field.

LUNCH/EXHIBITS OPEN

- noon – 1:45 p.m.

Lifeguard Rescue Demonstration

- 12:30 p.m.

Grab your lunch and join us for a short walk to San Diego Bay where San Diego Lifeguards will demonstrate a dramatic and exciting water rescue using boats, jet skis and a helicopter.

»PLENARY SESSION

- 1:45 p.m. – 2:30 p.m.

Tracking Your Success: Using GIS to Identify High-Risk Areas for Cardiac Arrest

Comilla Sasson, MD, MS; Jim Dunford, MD

GIS technology has been widely used in cancer surveillance work, but little research has been conducted in cardiac arrest. Using mapping technology and analytical software, "high-opportunity" neighborhoods, which have a high incidence of cardiac arrest and low rates of bystander CPR, can be identified. GIS may revolutionize how public health programming is conducted by allowing communities to focus their scarce healthcare resources, such as CPR trainings, in those areas that are most in need. Learn real-world application of this evidence-based approach to CPR training.

»CONCURRENT SESSIONS

- 2:45 p.m. – 3:30 p.m.

Emerging Concepts

The Renaissance of Cardiac Resuscitation

Tia Valentine, RN, CEN, MSN

Cardiac resuscitation is changing based on best practice guidelines. The University of California San Diego (UCSD) Medical Center has been a leader in this area, demonstrating improved clinical outcomes. It has shown that with improved and sustained perfusion to the cardiac muscle, cardiac damage is reduced and outcome is significantly improved; and that with prompt and early recognition of deterioration, the chain of events can be amended to help improve the end result. Find out how your organization can put these best practices in practice.

Special Interest

Why CPR Rescuers Don't Act

Tony Williams, BSc, MSc, PhD

Why do we hear recurring stories of well-trained lay and professional rescuers failing to act? The answer is vital as new standards are introduced and people are expected to change their thinking, behaviors and beliefs. In fact, 'failure to act' conditions may increase as new protocols create uncertainty. Explore the social, psychological and neurophysiologic conditions that set up 'failure to act' situations and learn techniques for overcoming these conditions.

Emerging Concepts

Simulation as a New Paradigm in Resuscitation Education

Louis Halamek, MD

Simulation-based learning, long the standard in domains such as aerospace where the risk to human life is high, is now being used with increasing frequency in health care. The Neonatal Resuscitation Program (NRP) of the American Academy of Pediatrics has set the national standard for cognitive, technical and behavioral skills in resuscitation of the newborn since 1987. Find out how the NRP experience can serve as a national model for incorporating simulation-based learning methodologies.

Take Heart America

Crunching the Numbers: The How, What and Why of Data Collection and Analysis

Keith Wesley, MD; Joan Mellor; Sarah Wald

Outcome, return on investment and process analysis all require acute attention to the collection of data. Learn successful strategies for getting data, designing interventions with data in mind, and using the data to not only effect change, but to help in fundraising and grant applications.

Special Interest

Show Me the Money! A Fundraising Model for Community Programs

Patricia Mejia, PAHM, CPLP, MBA

Major Gifts – what is it? And, how do I get one? The presentation will focus on a fundraising model that has proven successful across the country for many community-based programs. Learn about best practices in soliciting major gifts, and how this might work within your own community. Patricia Mejia is the National Major Gifts Director for the AHA.

»CONCURRENT SESSIONS

- 3:45 p.m. – 4:30 p.m.

Special Interest

The College Campus as a HEARTSafe Community

Mark Forgues, MEd, EMT-P; David Hiltz, NREMT-P

This session will take a lessons-learned approach to implementation, funding and hurdles in providing CPR and PAD to the collegiate community by describing the successful implementation of a HEARTSafe program at the Massachusetts Institute of Technology (MIT), now in its fifth year.



Special Interest

Implementing Workplace CPR/AED Programs

Barbara Caracci, MS, NREMT; Donna Siegfried

Comprehensive and functioning workplace CPR and AED programs don't just happen. While businesses generally comply with OSHA's first aid mandates, few go beyond providing trained responders in their worksites. Learn how the National Safety Council works with the industry to establish and maintain comprehensive CPR and AED programs.

Emerging Concepts

Using Electronic Codes to Improve Outcomes

Melissa Hutchinson MN, RN, CCNS, CCRN-CMC, CWCN

Improving outcomes from in-hospital SCA requires an understanding of current performance and the key indicators that can have the greatest impact, particularly time to first shock and CPR performance. Learn from the experience of Puget Sound (WA) VA Hospital in successfully implementing an electronic code documentation system.

Emerging Concepts

Training Tomorrow's Heroes: The Colorado Springs Experience

Kenneth Hughlett, BS, NREMT-P

The Colorado Springs Fire Department (CSFD) chose to train students at Challenger Middle School and provide them with AHA "CPR Anytime™" kits to take the training home to their families. In just 3 years, CSFD has since trained more than 1,000 students, with an additional 5,000 family members trained at home. Learn how this program came to be and hear about its biggest success, when an 8th grader successfully performed CPR on his grandfather.

Take Heart America

Taking it to the Streets: Bringing THA to Your Community

Debbie Gillquist; Mike Jacobs; Tom Aufderheide, MD

How can your community become a part of Take Heart America? You'll hear about expansion strategies, including an overview of the application and implementation processes and available resources, long-term goals and strategic planning. You will also participate in a discussion of the future of the initiative.

»PLENARY SESSION

• 4:45 p.m. – 5:30 p.m.

Pro-Con Debate: Teaching Ventilation To Laypersons

Allan Braslow, PhD; Mary Elizabeth (Beth) Mancini, RN, PhD, CNA, FAAN; moderated by Mary Fran Hazinski, RN, MSN, FAAN, FAHA.

One of the hottest controversies is whether to teach "hands-only" CPR or standard CPR with rescue breathing to laypersons. What does educational science say about this? Dr. Mancini is a leading expert in implementation science, chair of the scientific advisory board of AHA's National Registry of CPR and co-chair of ILCOR's Task Force on Education, Implementation and Teams. Dr. Braslow is a leading researcher and expert on bystander behavior and CPR training and co-designer of video-self instruction (VSI) now used by major training organizations. Does traditional or standard CPR training produce competent lifesavers? Should we be teaching "more" but better or just teach "less" because it is easier? Join in the debate and add your perspective.

ECCU 2010 CONFERENCE SCHEDULE **CONFERENCE SESSIONS • SATURDAY, DECEMBER 11**



Complimentary Continental Breakfast with the Experts

• 7:00 a.m. – 8:00 a.m.

Dr. Guy Knickerbocker, Brett Patterson, Dr. Tom Aufderheide, Dr. Stuart Berger, Robert Niskanen, Dr. James Jude, Dr. Mary (Beth) Mancini, Ed Stapleton, Dr. Vinay Nadkarni, Dr. Comilla Sasson, Mary Fran Hazinski, RN, and many others.



Opening Introductions and Awards

• 8:00 a.m. – 8:30 a.m.

Presentation of Awards (William H. Montgomery Excellence in Education Award; People Saving People Award; Citizen CPR Foundation Best PSA; Alternative Media)

»PLENARY SESSION

• 8:30 a.m. – 9:15 a.m.

The Power of Many—and One

David Williams, MD

Dr. Williams' first trip into space was aboard the Columbia space shuttle in 1998. In 2007 he served as a NASA mission specialist on the Endeavour, where he logged a record 18 hours over three space walks. Dr. Williams has maintained a keen interest in CPR and prehospital medicine. When he discovered NASA's Johnson Space Center didn't have AEDs, he led the implementation of a program there, which is credited with saving several lives. Relying on his experiences as an emergency department physician and astronaut, Dr. Williams speaks first-hand about lessons learned from the edge and the importance of a collaborative community. His experiences and lessons will inspire in each of us the passion to make a difference in our communities.



»PLENARY SESSION

• 9:15 a.m. – 10:00 a.m.

A Vision for 2020: The "Outfitted" Citizen and EMS Provider of the Future

Vinay Nadkarni, MD, MS; Jerry Potts, PhD

Dr. Potts, AHA Director of ECC Research, Design and Innovation will review the key factors determining success and failure of current efforts to train and encourage bystanders to take effective action to save victims of cardiac arrest. He will examine research data, contemporary and future technology, and information from mass media and industry to overcome those barriers in the future. Together, Dr. Potts and Dr. Nadkarni will reveal their vision of the "outfitted" citizen and EMS provider of 2020. Join us for a futuristic view of a contemporary problem.

Continued next page



ECCU 2010 CONFERENCE SCHEDULE

CONFERENCE SESSIONS • SATURDAY, DECEMBER 11

(continued)

»CONCURRENT SESSIONS

• 10:15 a.m.—11:00 a.m.

Special Interest

Beach Blanket AEDs: San Diego Lifeguard Service's Deployment

Ed Vodrazka, RN; Sgt. Mike Cranston, EMT

The San Diego Lifeguard Service, part of the city's Fire and Rescue Division, has an international reputation for professionalism, leadership and dramatic rescues. They are responsible for one of the world's most visited beach fronts. This presentation will highlight the successful deployment of AEDs across the city's beaches and include rescue data, dramatic rescue video and survivor stories. Come learn why San Diego has been rated as one of the best cities in which to survive a sudden cardiac arrest.

Special Interest (Encore)

How the HEARTSafe Community Model Brings it All Together

David Hiltz, NREMT-P

(See description on Thursday's program under Special Interest, 3:45 p.m.)

Special Interest

Using Social and Traditional Media to Increase Awareness

Jerry Potts, PhD, is Director of Research, Development and Innovation for the AHA's Emergency Cardiovascular Care division and Merrilee Sweet is National Director of Community Markets for the AHA's Emergency Cardiovascular Care division.

Sudden cardiac arrest care practitioners historically have struggled with increasing awareness and motivating the lay community to action for SCA emergencies. Technology and the use of social media are rapidly evolving while also influencing traditional media practices. Learn about the use of these media to engage the public and stakeholders about the issue of sudden cardiac arrest. This session will also include several case studies to illustrate:

- Creating a 'sticky message'
- Key principles of traditional and social media
- Engaging your audience
- Case Studies: Hands-Only CPR Ad Council Campaign, Be the Beat, CPR Week

»CONCURRENT SESSIONS

• 11:15 a.m. – noon

Instructor Tools and Training (Encore)

High Quality Prehospital Resuscitation: Making the Leap from Concept to 'Real Life'

Bentley Bobrow, MD; Mark Venuti, EMT-P; Peter Walka, EMT-P

(See session description from Thursday, 3:45 p.m.)

Special Interest (Encore)

Implementing Workplace CPR/AED Programs

Barbara Caracci, MS, NREMT; Donna Siegfried

(See session description on Friday at 3:45 p.m.)

ECCU Faculty Represents the Best

For a complete listing of faculty and bios, visit eccu2010.com/faculty.

SATURDAY BONUS SUPER SESSIONS

• 10:15 a.m. – noon

International Roundtable: CPR and ECC Around the Globe

Moderated by Vinay Nadkarni, MD, MS

Join international experts on CPR and advanced life support as they discuss the power and pitfalls of CPR and ALS training in a wide variety of international resource-rich and resource-poor settings. They'll share brief, visual presentations demonstrating their successes and failures, lessons learned and provide examples of mass training accomplished in a variety of settings.



Simulation in ALS Courses: An Interactive Workshop on Operations and Debriefing

David Rodgers, EdD, NREMT-P; John O'Donnell, DrPH, MSN, CRNA; Barbara McKee, RN, MS

Simulation has been a part of AHA courses since the first CPR manikin was introduced in the 1960s. This interactive session will focus on ACLS and PALS using the new techniques

and technology offered with current patient simulators. It will feature the AHA's recently introduced "Structured and Supported Debriefing" model for advanced courses and will include short lectures followed by hands-on activities with both adult and pediatric patient simulators. Participants will be able to conduct simulations, role-playing as either the instructor or the learner.

Note: This session is estimated to end at 12:30 p.m.

Making a Difference in Your Community through Advocacy, Law and Policy

This session will be presented and moderated by Dr. Victoria Vetter, Director of Youth Heart Watch and Professor of Pediatrics at the Children's Hospital of Philadelphia, Jeff Ranous, State Advocacy Manager for the American Heart Association, and Laura Friend, Co-Founder and Co-Executive Director, Parent Heart Watch.

More than 250,000 people die each year from sudden cardiac arrest and a significant number of those deaths are clearly preventable. Yet those in public leadership positions often seem immune to the statistics. What's different about death by SCA compared to other public health issues that causes this indifference? What are proven, successful tactics that move policy makers to act on changes in legislation and

policy? From a "who's who" of those who have battled in the trenches, you'll learn:

- How to work with survivor/family advocates and community champions to effectively deliver the message
- How communities are successfully tying CPR/AED training requirements to schools and other programs
- Resources and templates for model AED and EMD legislation/regulation
- Creative ways of getting all stakeholders (business, government, public safety) to buy into public access defibrillation programs

Keeping the Faith

Maureen O'Connor, EMT; Barbara Bullard

Faith-based communities represent a tremendous opportunity for awareness about SCA and public access defibrillation programs. Learn how others have tapped into this resource to expand local programs, with health fairs, public service organizations, worship service presentations, AED placements, fund-raising and more. There will be a special focus on the occurrence of SCA in faith-based communities and how different demographics can drive the message to target the lay-rescuer response. Meet Worship Leaders who have taken the initiative to implement these life-saving programs in their communities.

Join Us in San Diego, America's Finest City



Let Your Holidays Begin in Sunny San Diego!

December is beautiful in San Diego, with highs in the mid 60's, lows around 50, and plenty of sunshine. This region is home to the poinsettia, the beautiful flower of the holidays, and you'll be treated to an incredible variety of colors, lights and holiday festivities during your stay. The city will be decked out with everything except snow!



Need to do some holiday shopping? Seaport Village, filled with an eclectic mix of small shops and restaurants, is right next to the Manchester Hyatt. Horton Plaza, the unique outdoor mall noted for its whimsical four-story design, is a short walk or cab away and features a Nordstrom as well as specialty stores, restaurants, a theater and a movie house. Horton Plaza also erects a special ice-skating rink each December for the holidays.

An Unparalleled Setting

The perfect place to enjoy the temperate climate is on San Diego's miles of postcard-perfect beaches. From the La Jolla Cove and Crystal Pier of Pacific Beach, to the family-friendly beach at the world-famous Hotel del Coronado, San Diego's beaches are a truly special part of the Southern California culture.

Family Friendly San Diego



Why not combine ECCU 2010 with a family vacation? San Diego offers a dazzling array of world-class family attractions. Balboa Park is home to 15 major museums, renowned performing arts venues, beautiful gardens and the world-famous San Diego Zoo. You'll also find many other attractions nearby, including the Wild Animal Park, SeaWorld, Legoland and historic Old Town,

serving up the most authentic Mexican dishes this side of the border. And just a few hours to the north lie Disneyland, Disney's California Adventure, Universal Studios and many other Southern California destinations. For a night to remember, visit the Gaslamp Quarter in the heart of downtown, home to grand Victorian-era buildings housing more than 100 of the city's finest restaurants, pubs and nightclubs, and 100 retail shops, as well as theaters and art galleries.

Register by September 15th and Enter to Win a FREE San Diego Getaway

Register for ECCU by September 15th and you'll automatically be entered into a drawing to win one of two incredible San Diego getaways.

Grand Prize: One lucky winner will receive 2 round trip tickets to San Diego compliments of American Airlines*, 3 nights stay at the new San Diego Hilton Bayfront Hotel, and 2 tickets to SeaWorld, the World Famous San Diego Zoo and San Diego Old Town Trolley Tours.

One lucky winner will receive a complimentary 3 night stay at the Embassy Suites San Diego Bay Downtown, 2 tickets to SeaWorld or the World Famous San Diego Zoo, and 2 tickets to San Diego Old Town Trolley Tours.

**Getaway flights must be booked through the San Diego Convention and Visitors Bureau and hotel accommodations are subject to availability. Drawing to take place on 9/20/10. Winner will be notified by e-mail.*

Enter the ECCU Contests for PSAs, Videos and More!

Deadline for submission: October 15, 2010

ECCU 2010 will once again hold the "Video Minute" public service announcement (PSA) contest. If you have developed a PSA about emergency cardiovascular care, submit your entry for consideration and find out how you measure up against the competition!

Five PSA videos will be selected to air during ECCU, based on creativity, production quality and overall impact of the message. A prize will be awarded to the top-rated PSA.

In addition, in honor of 50 years of CPR, this year's conference is seeking a variety of alternative media to recognize new ways of engaging the public and delivering the message—poems, photos, videos. Submit your entries and share your ideas, YouTube videos or social marketing ideas about how to spread the word about Citizen CPR! Top entries in a variety of categories will be recognized and presented.

For complete submission criteria and information, visit ECCU2010.com

The Citizen CPR Foundation History and Mission

The Citizen CPR Foundation (CCPRF) was founded in 1987 to serve as the home for the biennial ECCU Conference. The mission of CCPRF is to save lives from sudden death by stimulating citizen and community action. Our values are:

- CPR saves lives
- Collaboration among citizens, communities, and organizations is key to survival from sudden death
- Action based on the best practices in science, education, and implementation, improves outcomes.

CCPRF has three primary sponsors: the American Heart Association, the American Red Cross and the Heart and Stroke Foundation of Canada. The board consists of representatives from those groups as well as leaders in the field from both nonprofit, educational and commercial organizations.



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ECCU2010 
Emergency Cardiovascular Care Update

CONFERENCE REGISTRATION INFORMATION

Please use one registration form per registrant. Registrations received after December 1, 2010 will be processed on site.

METHODS OF REGISTRATION

Select only ONE of the following methods for conference registration:

1. **Via the Internet** – Register online at ECCU2010.com
2. **Via the enclosed Registration Form** – Which can be e-mailed, faxed or mailed. See bottom of form for more information.
3. **On site** – Visit the ECCU Registration Desk during the following days/times:
 - Tuesday, December 7, 7:00 a.m. – 5:00 p.m.
 - Wednesday, December 8, 7:00 a.m. – 7:30 p.m.
 - Thursday, December 9, 6:00 a.m. – 5:00 p.m.
 - Friday, December 10, 6:30 a.m. – 5:00 p.m.
 - Saturday, December 11, 6:30 a.m. – noon

(Registrations processed on site may cause a delay at the time you check in at the registration desk. If you need to register after December 1, please bring your registration form and payment directly to the conference.)

REGISTRATION FOR ECCU CONFERENCE INCLUDES:

- Education sessions
- Admittance to the Exhibit Hall
- Wednesday Opening Reception *(in the Exhibit Hall)*
- Continental Breakfast and refreshment breaks on Thursday, Friday, and Saturday

LUNCH OPTIONS

Your registration fee does not include lunch during the conference.

PAYMENT

Make checks payable to the Citizen CPR Foundation (CCPRF) in U.S. funds. Credit card payment is acceptable with a valid MasterCard, Visa or American Express. Authorized government purchase orders are accepted.

CONFIRMATION

For those registrations received prior to December 1, 2010, CCPRF will send a confirmation e-mail. When you receive your confirmation, please check the spelling of your name and the events for which you have registered to ensure that they are correct. If there is an error, please contact the CCPRF registrar at (703) 538-3548. The information in your confirmation e-mail will be used for your name badge and event tickets. If you do not receive a confirmation, please contact the registrar to confirm receipt of your registration. Please note that registrations received by mail or fax may take a few days to process.

BADGES/CONFERENCE INFORMATION

For those attendees registering in advance, your badge and registration materials will be held for you at the CCPRF Registration Desk.

CANCELLATIONS AND REFUNDS

Written notice of cancellation received on or before November 5, 2010 will be fully refunded. Written notice of cancellations received from November 6, 2010 through December 1, 2010 will be refunded less a \$100 processing fee (to be processed after the conference). No refunds will be issued after December 1, 2010. Substitutions of registrants are allowed.

QUESTIONS

If you have questions regarding registration, please contact the CCPRF Registrar at (703) 538-3548.

CME/CE Preliminary Accreditation

CME Accreditation – Physicians

The American Heart Association is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

CME Accreditation – Physician Assistants

AAPA accepts Category I credit from AOACCME, Prescribed credit from AAFP, and AMA PRA Category 1 Credit™ from organizations accredited by ACCME.

CE Accreditation – Nurses

The American Heart Association is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.

CE Accreditation – Emergency Medical Svcs.

The American Heart Association is accredited by the Continuing Education Coordinating Board for Emergency Medical Services (CECBEMS).

**Register online today,
visit ECCU2010.com**

STEP 1 REGISTRANT INFORMATION (Please print information as you would like it to appear on name badge.)

First Name	Middle Initial	Last Name	Credentials/Suffix
Title/Position <input type="checkbox"/> Check here if you are a physician			
Employer or Organization You Are Representing			
Business Address			
City	State/Province	Zip Code/Postal Code	Country
Business Phone	E-mail		

Please list any special needs resulting from a disability and/or special dietary restrictions

STEP 2 ADDITIONAL INFORMATION (please check all that apply)

☐ THIS IS THE FIRST CCPRF/ ECCU CONFERENCE THAT I HAVE ATTENDED

Occupation/Position:

- ☐ Physician
☐ Nurse
☐ Administrator/Supervisor
☐ Paramedic/EMT Provider
☐ CPR/ECC/EMS Instructor/Coordinator
☐ Respiratory Therapists
☐ EMS Dispatchers
☐ Other. Please print position here:

Your affiliation:

- ☐ American Heart Association (AHA)
☐ American Red Cross (ARC)
☐ Emergency Medical Services. Please identify here:
☐ Heart and Stroke Foundation of Canada
☐ InterAmerican Heart Foundation
☐ Military Training Network (MTN)
☐ Other. Please list here:

Check all the ways you heard about ECCU 2010:

- ☐ AHA ECC Beat eNewsletter
☐ CCPRF Website
☐ Advertisement. List publication here:

- ☐ Direct mailing of brochure
☐ Past participant
☐ E-mail message
☐ From my employer or colleague
☐ Other. Please list here:

☐ Check to be excluded from the attendee list

For planning purposes, please indicate attendance:

- ☐ Free Continental Breakfast with the Experts on Friday/Saturday

STEP 3 SCHEDULE OF FEES/SELECTIONS (listed in U.S. dollars)

CONFERENCE REGISTRATION

Please check one of the following:

- ☐ Super Early Bird Registration..... \$450
 Postmarked by September 15, 2010
☐ Regular Early Registration.....\$475
 Postmarked by November 7, 2010
☐ Regular & On-Site Registration..... \$525
 Postmarked after November 7, 2010

SINGLE DAY REGISTRATION

(Single day registration fees include the educational sessions, continental breakfast, and beverage breaks offered that day.)

Please check one of the following:

- ☐ Thursday, December 9, 2010 \$225
☐ Friday, December 10, 2010 \$225
☐ Saturday, December 11, 2010 \$115

ADDITIONAL FEES

- ☐ Golden Anniversary Survivor Dinner at SeaWorld (Thursday evening, Dec. 9).....\$100
☐ Continuing Medical Education (Fee for physicians who wish to receive CME)\$85

GROUP DISCOUNT

Multiple Registration Discounts: Less \$20 per person if three or more attendees are from the same organization and payment is made together. Please complete separate registration forms, but submit them together with a single payment.

Please list the names of other attendees who are to receive the group discount below:

- _____
- _____
- _____
- _____

REGISTRATION FORM

Register by September 15th to SAVE Up to \$100 and Qualify to Win a FREE San Diego Get Away!

STEP 4 PRE-CONFERENCE WORKSHOPS

Please check the box next to each workshop you will attend. Please note: You may attend a workshop without registering for the conference. Workshops are subject to cancellation if minimum numbers are not achieved.

TUESDAY DECEMBER 7

Morning (\$115, 1/2 day)

- ☐ Advanced Resuscitation Training (ART)
☐ A Masters Class for Master Teachers

Afternoon (\$115 each, 1/2 day)

- ☐ Military Training Network: Update 2010
☐ Implementing School-Based PAD Programs
☐ Using Social Media to Create a Cultural Shift

Special Workshop (\$115; limit of 50)

- ☐ PAD Programs at Theme Parks and Other Mass Gatherings (9:00 a.m. – noon, followed by free time at SeaWorld; includes transportation and admission to SeaWorld)

WEDNESDAY DECEMBER 8

AHA Update Courses (\$55 each; \$150 for complete set; must be certified AHA instructor)

- ☐ BLS (8:00 a.m. – 10:00 a.m.)
☐ PALS (10:00 a.m. – noon)
☐ ALS (1:00 p.m. – 3:00 p.m.)
☐ BLS (repeat; 3:00 p.m. – 5:00 p.m.)
☐ Complete set (Please select times)

Morning (\$115 each, 1/2 day)

- ☐ Integrating Simulation into Training

Afternoon (\$115 each, 1/2 day)

- ☐ A Masters Class for Master Teachers (repeated)
☐ Sudden Cardiac Arrest Survivors Forum

All Day (\$195 each)

- ☐ Therapeutic Hypothermia after Cardiac Arrest (limit of 40)
☐ NRCPR: Improving In-Hospital Resuscitation
☐ Eagles 2010: Science and Practice of Resuscitation
☐ Diving Deep with the ARC: A Learning-Centered Approach to Teaching CPR and First-Aid (limit of 25)
☐ The 2010 ACLS Renewal Course (limit of 30)

Special Workshop (\$195; limited to 50)

- ☐ Motivate the Masses: CPR Across America (includes transportation and fees to Balboa Park, USS Midway and lunch at The Prado)

STEP 5 GUEST REGISTRATION

☐ Check here if you would like to register an adult guest (age 18 and over). The fee is \$95. This registration includes admission to the Opening Reception on Wednesday evening, and continental breakfasts on Thursday, Friday and Saturday.

Name for badge _____

☐ Check here for a guest ticket for Opening Reception only (\$30)

STEP 6 TOTAL FEES (Funds MUST be submitted on a U.S. bank in U.S. funds.)

Total Registration Fee [FROM STEP 3]	\$
Total Workshop Fee [FROM STEP 4]	\$
Golden Anniversary Dinner Fee [FROM STEP 3]	\$
Continuing Medical Education Fee [FROM STEP 3]	\$
Group Discount [FROM STEP 3]	— \$
Promotional Discount.....Code#	— \$
Guest Registration Fee [FROM STEP 5]	\$
TOTAL PAYMENT ENCLOSED	\$

(Payment is due with the registration form.)

STEP 7 METHOD OF PAYMENT (Please check one below)

I will be paying by: ☐ Credit Card ☐ Government Purchase Order ☐ Check #_____ made payable to the Citizen CPR Foundation (CCPRF) in U.S. funds (Please write the names of all registrants on the check.)

Charge payment to the following credit card: ☐ Visa ☐ MasterCard ☐ American Express

Card Number	Exp. Date	Security Code
Signature		
Cardholder's Name (as it appears on the card)		
Billing Address		

STEP 8 SEND YOUR REGISTRATION (Please choose one only)

ONLINE: Complete the registration form(s) with credit card payment information at ECCU2010.com

E-MAIL OR FAX: Completed registration form(s) with credit card payment information to (703) 241-5603 or e-mail eccu@citizencpr.org

MAIL: Post registration form and appropriate fees to:

CCPRF Executive Office, 201 Park Washington Ct., Falls Church, VA 22046

QUESTIONS? CONTACT THE CCPRF REGISTRAR AT (703) 538-3548 OR ECCU@CITIZENCPR.ORG

Citizen CPR Foundation
201 Park Washington Ct.
Falls Church, VA 22046

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